

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST, 1985

EVENING 7:00–11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25– 30 Min.	All 55– 60 Min.	7:00– 9:00 PM	9:00– 11:00 PM(2)	All 7:00–11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	12.1	14.1	13.0	10.6		11.9	13.2	12.3	11.8	12.7	12.4	11.3	12.1
NO. OF PROGRAMS†	10	11	21	4	IFR	7	20	35	26	36	62	15	77

	EVENING 6:00–7:00PM		MONDAY–FRIDAY 11:30–1:00AM		WEEKDAY DAYTIME 7:00AM–4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Adult 7:00– 10:00AM	10:00AM– 1:00PM	1:00– 4:30PM	10:00AM– 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM– 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.2	9.6	4.9	6.6	5.6	3.7	4.9	6.8	6.0	4.3	5.8	4.8	5.3
NO. OF PROGRAMS†	6	3	8	13	9	6	14	11	25	29	5	8	13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 25, 1985

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	21.5	18,250
2	FAMILY TIES	18.7	15,880
3	MURDER, SHE WROTE#	17.8	15,110
4	CHEERS	17.1	14,520
4	MIAMI VICE	17.1	14,520
6	NIGHT COURT	16.5	14,010
7	TRAPPER JOHN, M.D.#	16.4	13,920
8	FACTS OF LIFE	15.8	13,410

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
8	60 MINUTES	15.8	13,410
8	9TH CIRCUS OF STARS(S)	15.8	13,410
11	KATE & ALLIE	15.7	13,330
12	MOONLIGHTING	15.6	13,240
13	NEWHART	15.5	13,160
14	DOUBLE TROUBLE	15.3	12,990
15	20/20	15.0	12,740
16	MACGRUDER AND LOUD	14.7	12,480

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ERRATA NOTICE

PROGRAM INFORMATION FOR SUBURBAN BEAT, AUGUST 17, 1985 AND TRAPPER JOHN, M.D., AUGUST 18, 1985 ARE INCORRECTLY REPORTED ON GRID PAGES A-12 AND A-16. DATA FOR THESE PROGRAMS ARE CORRECT IN ALL OTHER TABLES IN THIS REPORT.

SUBURBAN BEAT

12,650			
14.9			
9,080			
10.7	10.4*		11.0*
21	20 *		22 *
10.3	10.4*	10.6	11.3

TRAPPER JOHN, M.D.

17,660			
20.8			
13,920			
16.4	16.3*		16.4*
28	27 *		29 *
16.2	16.4	16.3	16.6

[illegible]

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1985 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																																									
FINDER OF LOST LOVES						35	207	193	99	98	A	13.6	26	1155	MOTOWN REVUE						3	188	186	96	95	A	9.8	18	832												
1 SAT. 10.00P 60 ABC GD										B	13.0	24	1104	FRI. 9.00P 60 NBC GV										B	10.0	19	849														
2 SAT. 9.30P 90														MURDER, SHE WROTE						38	205		99	A	17.8	30	1511														
GIMME A BREAK						34	184		93	A	10.0	20	849	1 SUN. 8.00P 120 CBS SM										B	18.4	29	1562														
1 SAT. 9.00P 30 NBC CS										B	12.8	23	1087	NBC MONDAY NIGHT MOVIES						37		198		98	A	13.0	21	1104													
HANK WILLIAMS JR. STORY(S)						201		99		A	13.2	22	1121	2 MON. 9.00P 120 NBC FF										B	17.3	27	1469														
1 MON. 9.00P 120 NBC FF														NBC NEWS DIGEST-M-F						217	145	144	73	73	A	9.3	17	790													
HARDCASTLE & MCCORMICK						22	202	185	99	94	A	11.0	20	934	M-F 8.58P 1 NBC N										B	11.9	19	1010													
MON. 8.00P 60 ABC A										B	14.5	23	1231	NBC NEWS DIGEST-2-M-F						98	155	166	81	84	A	9.9	17	841													
HEART BEAT(S)						200		97		A	11.8	21	1002	1 MON. 9.57P 1 NBC N										B	11.4	18	968														
1 WED. 10.00P 60 NBC GD														1 W & F 9.58P 1																											
HIGHWAY TO HEAVEN						42	203	199	99	98	A	13.8	26	1172	2 TU&TH 9.58P 1																										
WED. 8.00P 60 NBC GD										B	16.8	28	1426	NBC NEWS DIGEST-SAT						44	148	134	78	68	A	5.3	11	450													
HILL STREET BLUES						43	210	207	99	98	A	13.0	23	1104	SAT. 8.58P 1 NBC N										B	9.5	17	807													
THU. 10.00P 60 NBC OP										B	15.4	26	1307	NBC NEWS DIGEST-SUN						43	149	150	78	78	A	8.8	15	747													
HOMETOWN						1		208		99	A	13.8	24	1172	SUN. 8.58P 1 NBC N										B	11.7	18	993													
2 THU. 10.00P 60 CBS GD										B	13.8	24	1172	NBC NEWS DIGEST-2-SUN.						21	175		88	A	10.7	17	908														
HOTEL						41	208	206	99	99	A	10.3	18	874	1 SUN. 9.55P 2 NBC N										B	13.4	21	1138													
WED. 10.00P 60 ABC GD										B	17.4	30	1477	NBC NIGHTLY NEWS-SAT.						38	167	139	92	75	A	5.4	13	458													
														SAT. 6.30P 30 NBC N										B	7.6	16	645														

I HAD THREE WIVES					2	199	202	99	99	A	12.6	23	1070	NBC NIGHTLY NEWS-SUN						33		165		89	A	6.0	13	509
WED.	8.00P	60	CBS	GD						B	12.6	23	1070	2 SUN.	6.30P	30	NBC	N					B	7.4	15	628		
KATE & ALLIE					35	204	205	99	99	A	15.7	26	1333	NBC NIGHTLY NEWS						218	203	202	99	99	A	8.8	19	747
MON.	9.00P	30	CBS	CS						B	17.5	27	1486	M-F	6.30P	30	NBC	N					B	10.6	20	900		
KNIGHT RIDER					3	184	188	93	93	A	9.0	18	764	NBC SUNDAY NIGHT MOVIE						39	199	196	98	96	A	14.1	24	1197
FRI.	8.00P	60	NBC	A						B	8.7	18	739	SUN.	9.00P	120	NBC	FF					B	16.1	26	1367		
KNOTS LANDING					36	205		94		A	10.0	18	849	NEWHART						34	205	208	99	99	A	15.5	25	1316
1 THU.	10.00P	60	CBS	GD						B	17.6	30	1494	MON.	9.30P	30	CBS	CS					B	17.7	27	1503		
LIFES EMBARRASSING MOMENTS(S)							195		95	A	10.7	20	908	NEWSBREAK-M-F						221	179	176	86	84	A	10.6	18	900
2 FRI.	10.00P	60	ABC	U										1 MTUTHF	9.58P	1	CBS	N					B	13.3	21	1129		
LOVE BOAT					43	206	189	99	97	A	11.6	23	985	1 WED.	9.55P	2												
1 SAT.	9.00P	60	ABC	CS						B	14.0	25	1189	2 MTUTH	9.58P	1												
2 SAT.	8.00P	90												2 WED.	10.06P	1												
														2 FRI.	9.59P	2												
MACGRUDER AND LOUD					12	206	205	99	99	A	14.7	26	1248	NEWSBREAK-SAT.						45	197	187	93	89	A	9.7	19	824
TUE.	10.00P	60	ABC	OP						B	12.6	22	1070	1 SAT.	10.42P	1	CBS	N					B	10.4	18	883		
MAGNUM, P.I.					43	206	203	99	98	A	11.3	21	959	2 SAT.	9.52P	1												
THU.	8.00P	60	CBS	PD						B	16.0	26	1358	NEWSBREAK-SUN.						44	184	184	88	88	A	12.3	20	1044
MAMA'S FAMILY					11	186		93		A	10.4	20	883	1 SUN.	9.58P	1	CBS	N					B	14.6	23	1240		
1 SAT.	9.30P	30	NBC	CS						B	10.7	21	908	2 SUN.	9.57P	1												
MIAMI VICE					40	196	194	97	99	A	17.1	31	1452	NFL PRE SEASON FOOTBALL(S)								207		99	A	13.2	23	1121
FRI.	10.00P	60	NBC	OP						B	15.0	26	1274	2 MON.	9.00P	188	ABC	SE										
MR. BELVEDERE					2	198	198	98	96	A	9.8	19	832	NFL PRE-SEASON FOOTBALL(S)								201		97	A	9.8	20	832
FRI.	8.30P	30	ABC	CS						B	9.8	19	832	1 SAT.	9.00P	209	CBS	SE										
MOONLIGHTING					3	203	200	99	99	A	15.6	26	1324	NFL PRE SEASON FTBL-NBC(S)								201		91	A	8.6	17	730
TUE.	9.00P	60	ABC	PD						B	17.0	29	1443															

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1985 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES													
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)													
EVENING CONT'D																												TV BLOOPERS-PRAC JOKES SP(S)																													
9TH CIRCUS OF STARS(S)																202		99		A	15.8	27	1341	1 SUN. 7.00P 60 NBC CV														3		178		93				A		7.6	15	645							
2 WED. 9.00P 120 CBS GV																								THU. 9.30P 30 NBC CS																199		199		97		98		A		14.2	25	1206					
NIGHT COURT														40		203		201		99		98		A	16.5	28	1401	TUE. 8.30P 30 ARC CS																						B		14.2	25	1206			
OCEANQUEST														2		195		197		99		99		A	13.6	24	1155	TODAY:AT NIGHT(S)																202		99				A		10.3	18	874			
SUN. 8.00P 60 NBC DO																								B	13.6	24	1155	2 MON. 8.00P 60 NBC N																													
OFF THE RACK														9		193		188		96		93		A	9.2	17	781	TRAPPER JOHN, M.D.														33		206		99				A		16.4	28	1392			
FRI. 9.30P 30 ABC CS																								B	11.2	19	951	1 SUN. 10.00P 60 CBS GD																						B		16.3	28	1384			
OUR TIME														2		193		179		94		92		A	7.5	15	637	20/20														41		205		205		99		99		A		15.0	27	1274	
SAT. 8.30P 30 NBC GV																								B	7.5	15	637	THU. 10.00P 60 ABC DN																						B		14.5	25	1231			
PUNKY BREWSTER														9				185		95		A	7.2	15	611	WEBSTER														22		206		205		98		99		A		10.8	23	917			
2 SUN. 7.00P 30 NBC CS																								B	6.7	15	569	FRI. 8.00P 30 ABC CS																						B		12.4	25	1053			
REMINGTON STEELE														35		199		201		98		98		A	13.3	24	1129	WEST 57TH														2		205		206		99		99		A		10.2	18	866	
TUE. 10.00P 60 NBC PD																								B	16.3	28	1384	TUE. 10.00P 60 CBS DN																						B		10.2	18	866			
RIPLEY'S BELIEVE IT-NOT														40		191		189		96		95		A	7.3	15	620	WHO'S THE BOSS?														3		199		198		98		97		A		13.7	25	1163	
SUN. 7.00P 60 ABC U																								B	10.1	17	857	TUE. 8.00P 30 ABC CS																						B		13.7	26	1163			
RIPTIDE														36		197		202		97		99		A	13.3	22	1129	WRLD FUNNIEST COM'L																193		96				A		8.3	15	705			
TUE. 9.00P 60 NBC PD																								B	17.7	28	1503	1 FRI. 10.00P 60 ABC U																													
ROCK'N ROLL SUMMER ACTION														6		204		202		98		98		A	7.5	14	637	LATE FRINGE																													

WED.	8.00P	60	ABC	GV	40					B	8.0	15	679	ABC NEWS:NIGHTLINE-MON	9		196		97	A	3.8	17	323
ST. ELSEWHERE						199		96		A	10.5	18	891	2 MON.	12.52A	30	ABC	N		B	5.1	16	433
2 WED.	10.00P	60	NBC	GD						B	12.9	22	1095										
SCARECROW & MRS. KING					38	198	203	96	99	A	12.7	23	1078	ABC NEWS:NIGHTLINE	183	194	192	96	96	A	5.3	14	450
MON.	8.00P	60	CBS	GD						B	15.7	25	1333	1 M & TU	11.30P	30	ABC	N		B	5.7	16	484
SILVER SPOONS					9			186	96	A	8.1	16	688	1 W & TH	11.30P	31							
2 SUN.	7.30P	30	NBC	CS						B	8.0	17	679	1 FRI.	11.30P	35							
SIMON & SIMON					40	208	203	99	97	A	14.5	25	1231	2 TU&TH	11.30P	31							
THU.	9.00P	60	CBS	PD						B	19.1	30	1622	2 W & F	11.30P	30							
60 MINUTES					46	209	209	99	99	A	15.8	32	1341	ABC WEEKEND REPORT-SAT.	43	162	159	86	86	A	4.5	11	382
SUN.	7.00P	60	CBS	DN						B	19.9	34	1690	SAT.	11.30P	15	ABC	N		B	4.1	10	348
SPECIAL MOVIE PRESENT-FRI(S)						198		97		A	12.0	22	1019	ABC WEEKEND REPORT-SUN.	44	163	162	90	89	A	3.5	14	297
1 FRI.	9.00P	120	CBS	FF										SUN.	11.30P	15	ABC	N		B	3.9	13	331
SPORTSBREAK-SAT					46	198	199	96	94	A	9.8	20	832	CBS NEWS NIGHTWATCH-1	210	57	57	58	57	A	1.1	10	93
SAT.	8.58P	1	CBS	SN						B	10.5	19	891	M-THSU	2.00A	30	CBS	N		B	1.1	12	93
SPORTSBREAK-SUN					46	207	202	99	96	A	14.9	25	1265	CBS NEWS NIGHTWATCH-2	120	82	80	71	70	A	1.2	15	102
1 SUN.	8.58P	1	CBS	SN						B	17.1	26	1452	M-THSU	2.30A	30	CBS	N		B	1.1	14	93
2 SUN.	8.56P	1												CBS NEWS NIGHTWATCH-3	120	100	102	86	86	A	1.1	20	93
SUBURBAN BEAT(S)						193		95		A	10.7	21	908	M-THSU	3.00A	180	CBS	N		B	1.0	20	85
1 SAT.	10.00P	60	NBC	CS										CBS SUNDAY NEWS-OSGOOD	44	137	136	72	72	A	5.6	12	475
T.J. HOOKER					37	206		99		A	10.2	22	866	SUN.	11.00P	15	CBS	N		B	5.7	12	484
1 SAT.	8.00P	60	ABC	OP						B	12.3	23	1044	DAVID LETTERMAN I	174	194	193	99	99	A	4.0	18	340
TV BLOOPERS & PRAC. JOKES					36	199		98		A	11.8	22	1002	M-TH	12.30A	30	NBC	GV		B	3.7	18	314
1 MON.	8.00P	60	NBC	CV						B	15.8	25	1341	DAVID LETTERMAN II	174	194	193	99	99	A	2.9	17	246
														M-TH	1.00A	30	NBC	GV		B	2.8	18	238
														EYE ON HOLLYWOOD	145	95	93	62	60	A	1.6	5	136
														CONT'D									

KEY: A=CURRENT REPORT B=SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1985 REPORT

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKEND DAYTIME CONT'D																													
MR. T						45	191	192	96	97	A	5.0	18	425	SMURFS II						45	204	203	99	99	A	6.8	28	577
SAT.						11.30A	30	NBC	CA	B	5.7	20	484	SAT.						9.30A	30	NBC	CA	B	7.9	30	671		
MUPPET BABIES						46	204	203	98	98	A	4.6	22	391	SMURFS III						45	204	203	99	99	A	7.9	31	671
SAT.						9.00A	30	CBS	CA	B	5.7	24	484	SAT.						10.00A	30	NBC	CA	B	8.8	32	747		
NBC MAJOR LEAGUE PRE GAME						18	204	201	99	99	A	4.6	16	391	SNORKS						43	195	195	96	96	A	2.1	18	178
1 SAT.						2.00P	17	NBC	SC	B	4.6	17	391	SAT.						8.00A	30	NBC	CA	B	3.4	23	289		
2 SAT.						3.00P	18							SPIDERMAN AND FRIENDS						39	145	163	76	86	A	4.7	17	399	
NBC MAJOR LEAGUE BASEBALL						18	205	201	99	99	A	6.6	20	560	SAT.						12.00N	30	NBC	CA	B	4.8	16	408	
1 SAT.						2.17P	195	NBC	SE	B	6.5	22	552	SPORTSBEAT						23		94		61	A	1.4	4	119	
2 SAT.						3.18P	182							2 SUN.						12.30P	30	ABC	SC	B	1.4	4	119		
NEW SCOOPY DOO MYSTERIES						43	200	200	97	97	A	3.4	13	289	SPORTSWORLD						19		175		93	A	5.0	13	425
SAT.						10.30A	30	ABC	CA	B	4.5	16	382	2 SUN.						4.30P	90	NBC	SA	B	4.6	12	391		
NFL PRE-SEASON FTBL-NBC(S)							207		94	A	8.2	21	696	SPORTSWORLD-SUN. SP.ED.(S)							165		89	A	2.9	9	246		
1 SUN.						4.00P	171	NBC	SE					1 SUN.						1.30P	90	NBC	SA						
ONE TO GROW ON-8:28AM						46	194	194	95	95	A	2.6	20	221	SUNDAY MORNING						45	177	174	96	95	A	4.2	19	357
SAT.						8.28A	2	NBC	CN	B	3.9	24	331	SUN.						9.00A	90	CBS	N	B	4.5	19	382		
ONE TO GROW ON-8:58AM						46	197	197	96	96	A	3.2	19	272	SUPERFRIENDS: SUPERPOWERS						46	196	197	97	97	A	3.2	20	272
SAT.						8.58A	2	NBC	CN	B	4.8	23	408	SAT.						8.30A	30	ABC	CA	B	3.8	19	323		
ONE TO GROW ON-10:28AM						45	203	202	99	99	A	7.2	28	611	SUPERFRIENDS: SUPERPOWERS2						40	191	191	97	94	A	2.2	19	187
														SAT.						8.00A	30	ABC	CA	B	2.7	18	229		

SAT.	10.28A	2	NBC	CN						B	8.2	29	696
ONE TO GROW ON-10:58AM					45	205	205	98	98	A	6.2	23	526
SAT.	10.58A	2	NBC	CN						B	7.5	26	637
ONE TO GROW ON-12:28PM					42	144	164	76	86	A	4.6	17	391
SAT.	12.28P	2	NBC	CN						B	4.6	15	391
PINK PANTHER AND SONS					43	198	198	97	97	A	2.8	17	238
SAT.	8.30A	30	NBC	CA						B	4.3	22	365
POLE POSITION					17	159		82		A	3.9	14	331
1 SAT.	1.30P	30	CBS	CA						B	3.3	12	280
RUBIK, THE AMAZING CUBE					16	201	202	99	98	A	3.4	13	289
SAT.	10.00A	30	ABC	CA						B	3.9	15	331
SCARY SCOOPY DOO FUNNIES					43	195	196	95	95	A	4.0	15	340
SAT.	11.00A	30	ABC	CA						B	4.8	17	408
SATURDAY SUPERCAR					19	170	139	84	65	A	4.1	15	348
SAT.	12.30P	60	CBS	CA						B	3.5	13	297
SCHOOLHOUSE ROCK-8:25AM					46	191	191	97	94	A	2.5	20	212
SAT.	8.25A	4	ABC	CN						B	3.0	18	255
SCHOOLHOUSE ROCK-9:55AM					46	202	203	99	99	A	3.3	13	280
SAT.	9.55A	4	ABC	CN						B	4.4	16	374
SCHOOLHOUSE ROCK-10:25AM					16	201	202	99	98	A	3.2	13	272
SAT.	10.25A	4	ABC	CN						B	3.8	15	323
SCHOOLHOUSE ROCK-11:25AM					43	195	196	95	95	A	3.9	14	331
SAT.	11.25A	4	ABC	CN						B	4.7	16	399
SMURFS I					45	204	203	99	99	A	4.8	23	408
SAT.	9.00A	30	NBC	CA						B	5.9	25	501

THIS WEEK-DAVID BRINKLEY					40	190	188	98	97	A	3.8	13	323
SUN.	11.30A	60	ABC	N						B	3.9	13	331
TURBO TEEN					46	202	203	99	99	A	3.2	13	272
SAT.	9.30A	30	ABC	CA						B	4.5	17	382
US OPEN TENNIS PREVIEW(S)							111		73	A	2.4	7	204
2 SUN.	2.30P	30	CBS	SC									
WALKER CUP(S)							188		92	A	2.4	6	204
2 SUN.	5.00P	60	ABC	SE									
WORLD SERIES OF GOLF(SAT)(S)							201		98	A	4.1	15	348
2 SAT.	1.30P	90	CBS	SE									
WORLD SERIES OF GOLF(SUN)(S)							203		99	A	4.2	12	357
2 SUN.	3.00P	180	CBS	SE									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. AUG. 12, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,720 13.8					18,420 21.7				
	ABC TV						HARDCASTLE & MCCORMICK (R)					ABC MONDAY NIGHT MOVIE ARTHUR (R)(SD)				
	AVERAGE AUDIENCE (Households (000) & %)						9,170 10.8	10.5*		11.2*		11,120 13.1	11.8*		13.1*	14.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 10.2	20 *		20 *		22 11.4	20 *		22 *	24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,650 14.9					14,520 17.1			13,070 15.4	13,670 16.1
	CBS TV						SCARECROW & MRS. KING (R)(SD)					KATE & ALLIE (R)			NEWHART (R)(SD)	CAGNEY & LACEY (R)
	AVERAGE AUDIENCE (Households (000) & %)						9,250 10.9	10.3*		11.6*		11,890 14.0			11,720 13.8	9,930 11.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 9.5	20 *		21 *		24 13.3			23 14.8	20 11.4
W E E K 3	TOTAL AUDIENCE (Households (000) & %)						14,350 16.9					17,400 20.5				
	NBC TV						TV BLOOPERS & PRAC. JOKES (R)(SD)					HANK WILLIAMS JR. STORY (R)(SD)				
	AVERAGE AUDIENCE (Households (000) & %)						10,020 11.8	11.5*		12.0*		11,210 13.2	11.6*		13.0*	14.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						22 11.4	22 *		22 *		22 11.3	20 *		21 *	24 *

W E E K 4	TOTAL AUDIENCE (Households (000) & %)						13,580 16.0					24,790 29.2				
	ABC TV						HARDCASTLE & MCCORMICK (R)(SD)					NFL PRE SEASON FOOTBALL DENVER VS SAN FRANCISCO (9:00-12:00AM)(-SD)				
	AVERAGE AUDIENCE (Households (000) & %)						9,510 11.2	10.6*		11.8*		11,210 13.2	13.6*		14.3*	15.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 10.0	19 *		20 *		23 13.2	22 *		23 *	25 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)						16,300 19.2					17,830 21.0			16,470 19.4	16,220 19.1
	CBS TV						SCARECROW & MRS. KING (R)(SUS-SD)					KATE & ALLIE (R)			NEWHART (R)(SD)	CAGNEY & LACEY (R)
	AVERAGE AUDIENCE (Households (000) & %)						12,230 14.4	13.5*		15.3*		14,690 17.3			14,520 17.1	11,720 13.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						25 12.7	24 *		26 *		28 16.4			27 18.2	23 17.0
W E E K 6	TOTAL AUDIENCE (Households (000) & %)						13,580 16.0					18,930 22.3				
	NBC TV						TODAY AT NIGHT (SD)					NBC MONDAY NIGHT MOVIES LITTLE HOUSE: THE LAST FAREWELL (R)				
	AVERAGE AUDIENCE (Households (000) & %)						8,740 10.3	10.9*		9.7*		11,040 13.0	10.3*		12.2*	14.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						18 11.4	19 *		16 *		21 9.9	16 *		19 *	23 *

TV HOUSEHOLDS USING TV WK. 1	49.2	50.0	49.5	50.5	51.2	53.0	54.2	56.0	58.2	59.7	60.7	61.2	59.5	58.2	57.1	55.0
(See Def. 1) WK. 2	50.7	51.6	52.3	54.5	55.0	57.7	58.9	60.5	62.0	63.2	63.4	63.2	62.3	61.3	59.2	57.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. MON. AUG. 19, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. AUG.13, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)						13,840 16.3		13,410 15.8		17,830 21.0			15,620 18.4			
ABC TV						WHO'S THE BOSS? (R)		THREE'S A CROWD (R)		MOONLIGHTING (R)(SD)			MACGRUDER AND LOUD (R)			
AVERAGE AUDIENCE (Households (000) & %)						11,720 13.8		11,720 13.8		13,920 16.4	15.7*		11,550 13.6	13.1*		14.1*
SHARE OF AUDIENCE %						26		25		28	27 *		24	23 *		26 *
AVG. AUD. BY ¼ HR. %						13.3	14.3	13.7	14.0	15.4	16.1	17.1	16.9	13.2	13.8	14.4
TOTAL AUDIENCE (Households (000) & %)						14,860 17.5							13,840 16.3			
CBS TV						CBS TUESDAY NIGHT MOVIES TWO OF A KIND (R)(SD)				WEST 57TH						
AVERAGE AUDIENCE (Households (000) & %)						7,980 9.4	8.4*		8.3*		10.2*		8,910 10.5	10.9*		10.1*
SHARE OF AUDIENCE %						17	16 *		15 *		18 *		19	19 *		18 *
AVG. AUD. BY ¼ HR. %						8.5	8.3	8.1	8.5	9.8	10.5	10.7	10.5	11.2	10.5	10.3
TOTAL AUDIENCE (Households (000) & %)						15,200 17.9				13,070 15.4			14,430 17.0			
NBC TV						A TEAM (R)(SD)				RIPTIDE (R)				REMINGTON STEELE (R)		
AVERAGE AUDIENCE (Households (000) & %)						11,040 13.0	12.1*		13.9*	9,850 11.6	11.7*		10,870 12.8	13.0*		12.7*
SHARE OF AUDIENCE %						24	23 *		25 *	20	20 *		23	23 *		23 *
AVG. AUD. BY ¼ HR. %						11.8	12.3	13.6	14.2	11.9	11.5	11.3	11.6	12.8	13.2	12.3

TOTAL AUDIENCE (Households (000) & %)						13,580 16.0		14,430 17.0		16,810 19.8			17,400 20.5			
ABC TV						WHO'S THE BOSS? (R)		THREE'S A CROWD (R)		MOONLIGHTING (R)(SD)			MACGRUDER AND LOUD (R)			
AVERAGE AUDIENCE (Households (000) & %)						11,550 13.6		12,400 14.6		12,570 14.8	14.4*		13,330 15.7	14.8*		16.5*
SHARE OF AUDIENCE %						24		25		24	24 *		28	26 *		30 *
AVG. AUD. BY ¼ HR. %						12.5	14.6	14.3	14.8	14.1	14.7	15.1	15.2	14.3	15.3	17.0
TOTAL AUDIENCE (Households (000) & %)						15,960 18.8							12,400 14.6			
CBS TV						CBS TUESDAY NIGHT MOVIES THE IN-LAWS (R)(SD)				WEST 57TH						
AVERAGE AUDIENCE (Households (000) & %)						8,320 9.8	8.9*		9.7*		10.6*		8,320 9.8	10.4*		9.2*
SHARE OF AUDIENCE %						17	16 *		16 *		18 *		17	18 *		17 *
AVG. AUD. BY ¼ HR. %						9.0	8.8	9.6	9.8	10.8	10.4	10.2	10.1	10.3	10.4	8.9
TOTAL AUDIENCE (Households (000) & %)						16,390 19.3				16,470 19.4			15,450 18.2			
NBC TV						A TEAM (R)(SD)				RIPTIDE (R)(SD)				REMINGTON STEELE (R)		
AVERAGE AUDIENCE (Households (000) & %)						12,310 14.5	13.6*		15.4*	12,650 14.9	14.3*		11,630 13.7	13.8*		13.7*
SHARE OF AUDIENCE %						25	24 *		26 *	25	24 *		24	24 *		25 *
AVG. AUD. BY ¼ HR. %						12.8	14.3	15.4	15.4	14.1	14.6	15.4	15.5	13.8	13.8	13.4

TV HOUSEHOLDS USING TV WK. 1	49.5	49.7	50.1	51.3	51.9	53.8	54.8	56.4	57.3	58.7	60.1	60.5	58.3	57.2	55.5	53.7
(See Def. 1) WK. 2	49.2	50.3	51.5	53.1	54.9	57.0	58.7	59.9	60.0	60.5	61.5	61.3	58.1	57.6	55.9	53.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.TUE. AUG.20, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,590 11.3				9,510 11.2				12,820 15.1			
	ABC TV					ROCK'N ROLL SUMMER ACTION (SD)				DYNASTY (R)(SD)				HOTEL (R)			
	AVERAGE AUDIENCE (Households (000) & %)					5,940 7.0	7.1*		6.9*	6,370 7.5	6.7*		8.3*	8,830 10.4	10.3*		10.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 7.2	14 *		13 *	13 6.5	11 *		14 *	18 10.4	18 *		19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,110 17.8				18,680 22.0							
	CBS TV					I HAD THREE WIVES (SUS-SD)				CBS WEDNESDAY NIGHT MOVIE THE LOST HONOR OF KATHRYN BECK (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					10,870 12.8	12.5*		13.2*	11,210 13.2	12.7*		13.0*		13.3*		13.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 12.2	25 *		24 *	23 12.6	22 *		22 *		23 *		25 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,390 19.3				17,150 20.2		15,960 18.8		13,840 16.3			
	NBC TV					HIGHWAY TO HEAVEN (R)(SD)				FACTS OF LIFE (R)		DOUBLE TROUBLE (R)(SD)		HEART BEAT			
	AVERAGE AUDIENCE (Households (000) & %)					12,230 14.4	13.2*		15.5*	14,690 17.3		14,350 16.9		10,020 11.8	12.5*		11.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 12.6	26 *		28 *	30 16.7		28 17.9		21 12.8	21 *		20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,870 12.8				9,930 11.7				11,550 13.6			
	ABC TV					ROCK'N ROLL SUMMER ACTION (SD)				DYNASTY (R)(SD)				HOTEL (R)			
	AVERAGE AUDIENCE (Households (000) & %)					6,710 7.9	8.0*		7.9*	6,790 8.0	7.0*		8.9*	8,660 10.2	10.2*		10.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 8.1	15 *		14 *	13 6.7	12 *		14 *	17 10.0	17 *		18 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,860 17.5				24,370 28.7							
	CBS TV					I HAD THREE WIVES (SUS-SD)				9TH CIRCUS OF STARS (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					10,440 12.3	11.9*		12.6*	13,410 15.8	13.6*		16.3*		17.6*		15.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 11.6	22 *		22 *	27 12.8	23 *		26 *		29 *		28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,260 16.8				14,770 17.4		13,840 16.3		11,970 14.1			
	NBC TV					HIGHWAY TO HEAVEN (R)(SD)				FACTS OF LIFE (R)		DOUBLE TROUBLE (R)		ST. ELSEWHERE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					11,210 13.2	12.1*		14.2*	12,140 14.3		11,630 13.7		8,910 10.5	10.5*		10.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 11.4	23 *		25 *	24 14.0		22 14.6		18 10.4	17 *		19 *

TV HOUSEHOLDS USING TV WK. 1	48.5	49.6	49.6	50.5	50.3	51.7	53.8	55.8	57.6	59.3	60.1	60.6	58.7	57.9	56.1	54.4
(See Def. 1) WK. 2	50.0	50.5	50.3	51.2	51.8	54.1	55.4	56.9	57.5	59.7	61.3	62.2	61.3	59.6	57.4	55.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. AUG. 21, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. AUG. 15, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,400 14.6								18,170 21.4					
	ABC TV					ABC THURSDAY NIGHT MOVIE THE BUDDY HOLLY STORY (R)(SD)												20/20	
	AVERAGE AUDIENCE (Households (000) & %)					6,280 7.4	6.4*		7.0*		7.7*		8.4*	13,670 16.1	16.3*	16.0*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					13 6.6	12 *	6.8	13 *	7.9	14 *	7.9	15 *	29 15.7	29 *	30 *			
	TOTAL AUDIENCE (Households (000) & %)					12,570 14.8								11,380 13.4					
W E E K 2	CBS TV					MAGNUM, P.I. (R)(SD)				SIMON & SIMON (R)(SD)				KNOTS LANDING (R)					
	AVERAGE AUDIENCE (Households (000) & %)					8,740 10.3	9.1*		11.6*	11,290 13.3	13.0*		13.6*	8,490 10.0	9.8*	10.2*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 8.7	17 *	11.1	21 *	23 12.9	23 *	13.6	24 *	18 9.7	17 *	19 *			
	TOTAL AUDIENCE (Households (000) & %)					21,230 25.0	18,000 21.2		16,640 19.6		16,640 19.6		15,030 17.7						
	NBC TV					BILL COSBY SHOW (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)		HILL STREET BLUES (R)					
W E E K 3	AVERAGE AUDIENCE (Households (000) & %)					18,420 21.7		16,130 19.0		14,940 17.6		14,430 17.0		11,120 13.1	13.1*	13.0*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					41 20.9	35 22.6	35 19.0	31 18.9	30 17.3	30 17.8	30 17.0	24 16.9	24 13.2	23 *	24 *			

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{												12,570 14.8													15,790 18.6																								
	ABC TV	{												ABC THURSDAY NIGHT MOVIE METEOR (R)(SD)												20/20																									
	AVERAGE AUDIENCE (Households (000) & %)	{												6,280 7.4	6.8*		7.0*		7.7*		8.0*	11,800 13.9	14.0*		13.8*																										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												13 7.2	13 *	6.7	13 *	7.7	13 *	8.1	13 *	25 13.6	24 *	14.1	25 *	13.5																									
	TOTAL AUDIENCE (Households (000) & %)	{												14,690 17.3													16,640 19.6													15,790 18.6											
K 2	CBS TV	{												MAGNUM, P.I. (R)(SD)												SIMON & SIMON (R)(SD)												HOMETOWN													
	AVERAGE AUDIENCE (Households (000) & %)	{												10,440 12.3	11.2*		13.3*	13,330 15.7	15.0*		16.5*	11,720 13.8	13.9*		13.8*																										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												22 11.1	21 *	13.0	24 *	27 14.4	26 *	16.4	28 *	24 14.3	24 *	13.9	25 *	13.7																									
	TOTAL AUDIENCE (Households (000) & %)	{												20,970 24.7	17,660 20.8		15,960 18.8		15,110 17.8		14,690 17.3																														
	NBC TV	{												BILL COSBY SHOW (R)		FAMILY TIES (R)(SD)		CHEERS (R)		NIGHT COURT (R)(SD)		HILL STREET BLUES (R)																													
	AVERAGE AUDIENCE (Households (000) & %)	{												18,080 21.3	15,620 18.4		14,010 16.5		13,500 15.9		10,950 12.9		13.5*		12.4*																										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{												40 20.0	33 22.5	33 18.5	28 18.3	27 16.1	27 16.9	23 16.1	23 15.7	23 *	23 *	12.7	23 *	12.0																									

TV HOUSEHOLDS USING TV WK. 1	47.7	49.4	49.8	50.9	52.6	54.2	53.9	55.2	56.5	57.4	57.2	57.6	56.5	56.2	54.9	53.5
(See Def. 1) WK. 2	48.9	49.4	49.6	51.4	52.6	54.5	55.1	56.7	57.5	59.1	59.5	59.2	58.3	57.7	56.1	53.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. THU. AUG. 22, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)			10,530 12.4			9,510 11.2			9,510 11.2			7,900 9.3			9,680 11.4		
	ABC TV			WEBSTER (R)(SD)		MR. BELVEDERE (R)		BENSON (R)		OFF THE RACK (R)(SD)		WRLD FUNNIEST COM'L GOOFS (R)						
	AVERAGE AUDIENCE (Households (000) & %)			8,830 10.4			8,240 9.7			8,240 9.7			6,790 8.0			7,050 8.3	7.8*	8.7*
	SHARE OF AUDIENCE %			23			20			18			15			15	14 *	16 *
	AVG. AUD. BY ¼ HR.			10.4	10.5	9.6	9.7	9.7	9.7	8.0	8.0	7.4	8.2	8.7	8.8			
E E K 1	TOTAL AUDIENCE (Households (000) & %)			7,900 9.3					16,640 19.6									
	CBS TV			DUKES OF HAZZARD (R)(SUS-SD)				SPECIAL MOVIE PRESENT-FRI. NOT JUST ANOTHER AFFAIR (R)(SD)										
	AVERAGE AUDIENCE (Households (000) & %)			5,260 6.2	6.0*			6.5*	12.0	10.8*			12.4*			12.6*	12.3*	
	SHARE OF AUDIENCE %			13	13 *			13 *	22	21 *			23 *			23 *	23 *	
	AVG. AUD. BY ¼ HR.			6.0	5.9	6.4	6.5	10.7	10.9	11.9	12.8	12.6	12.7	12.5	12.1			
	TOTAL AUDIENCE (Households (000) & %)			10,700 12.6					12,740 15.0				18,000 21.2					
	NBC TV			KNIGHT RIDER (R)(SD)				MOTOWN REVUE (SD)				MIAMI VICE (R)						
	AVERAGE AUDIENCE (Households (000) & %)			7,810 9.2	8.6*			9.7*	8,410 9.9	9.1*			10.8*			14,090 16.6	16.2*	17.0*
	SHARE OF AUDIENCE %			19	19 *			20 *	19	17 *			20 *			30	30 *	31 *
	AVG. AUD. BY ¼ HR.			8.2	9.1	9.5	10.0	8.9	9.4	10.4	11.1	15.8	16.7	16.9	17.2			

W E E K 2	TOTAL AUDIENCE (Households (000) & %)			11,720 13.8		9,510 11.2		11,120 13.1		10,270 12.1		12,820 15.1														
	ABC TV			WEBSTER (R)(SD)		MR. BELVEDERE (R)		BENSON (R)		OFF THE RACK (R)(SD)		LIFES-EMBARASSING MOMENTS (R)														
	AVERAGE AUDIENCE (Households (000) & %)			9,420 11.1		8,410 9.9		9,170 10.8		8,740 10.3		9,080 10.7		10.4* 19 *		11.1* 20 *										
	SHARE OF AUDIENCE %			23		19		20		19		20		19 *		20 *										
	AVG. AUD. BY ¼ HR.			10.6		11.6		9.9		10.0		10.3		11.3		10.2		10.5		10.0		10.8		11.0		11.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)			18,340 21.6																						
	CBS TV			BLUE AND THE GRAY PT 1 (R)(SUS-SD)(SD)																						
	AVERAGE AUDIENCE (Households (000) & %)			8,320 9.8		8.5*				9.0*				10.2*				10.4*				10.1*		10.6*		
	SHARE OF AUDIENCE %			19		17 *				17 *				19 *				19 *				18 *		20 *		
	AVG. AUD. BY ¼ HR.			8.7		8.4		9.0		9.0		10.3		10.2		10.1		10.7		10.0		10.2		10.4		10.8
	TOTAL AUDIENCE (Households (000) & %)			11,210 13.2				12,480 14.7				19,100 22.5														
	NBC TV			KNIGHT RIDER (R)(SD)				MOTOWN REVUE				MIAMI VICE (R)														
	AVERAGE AUDIENCE (Households (000) & %)			7,390 8.7		8.0*				9.5*		8,150 9.6		8.7*				10.6*		14,860 17.5		17.2*		17.8*		
	SHARE OF AUDIENCE %			17		16 *				18 *		18		16 *				20 *		32		31 *		33 *		
	AVG. AUD. BY ¼ HR.			8.0		8.0		9.2		9.7		8.5		8.9		10.1		11.1		16.7		17.7		18.2		17.5

TV HOUSEHOLDS USING TV	WK. 1	43.7	45.1	45.0	45.8	45.5	46.9	48.0	50.1	52.1	52.9	53.2	53.9	54.5	54.9	54.9	54.1
(See Def. 1)	WK. 2	45.2	45.4	45.8	46.6	48.1	49.3	51.5	52.5	52.5	53.6	53.7	54.6	54.5	55.2	54.8	53.6

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.FRI. AUG.23, 1985

NielSEN NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.17, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,400 14.6				13,920 16.4				13,750 16.2			
	ABC TV					T.J. HOOKER (R)(SD)				LOVE BOAT (R)(SD)				FINDER OF LOST LOVES (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,660 10.2	9.6*		10.9*	9,850 11.6	11.0*		12.2*	10,440 12.3	12.0*		12.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 9.2	21* 9.9		23* 10.8	22 10.6	21* 11.3		23* 12.0	24 11.6	23* 12.4		25* 12.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,930 11.7				20,550 24.2							
	CBS TV					AIRWOLF (R)(SD)				NFL PRE-SEASON FOOTBALL DALLAS VS SAN DIEGO (9:00-12:29AM)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					6,620 7.8	6.9*		8.6*	8,320 9.8	9.2*		9.2*		10.4*		9.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 6.6	15* 7.2		18* 8.3	20 9.3	19* 9.1		18* 9.1		20* 10.4		19* 9.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					7,900 9.3		7,980 9.4		10,270 12.1		10,870 12.8		12,650 14.9			
	NBC TV					DIFF'RENT STROKES-SAT. (R)		OUR TIME (SD)		GIMME A BREAK (R)		MAMA'S FAMILY (R)		SUBURBAN BEAT			
	AVERAGE AUDIENCE (Households (000) & %)					6,710 7.9		6,450 7.6		8,490 10.0		8,830 10.4		9,000 10.6	10.3*		10.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 7.2		16 8.6		20 9.3		20 10.6		21 10.3	20* 10.3		22* 11.2

W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,980 20.0						18,340 21.6												
	ABC TV								LOVE BOAT (R)(SD)						FINDER OF LOST LOVES (R)(SD)										
	AVERAGE AUDIENCE (Households (000) & %)						9,850		9.2*		10.9*		14.8*		12,310		15.1*								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						11.6 23 8.5		19* 19 9.9		22* 22 10.7		28* 28 14.3		27 27 15.2		26* 26 13.2		28* 28 15.1		28* 28 15.1		14.7* 28* 14.3		
E K 2	TOTAL AUDIENCE (Households (000) & %)						10,780 12.7						16,300 19.2												
	CBS TV								AIRWOLF (R)(SD)						BLUE AND THE GRAY PT 2 (R)(SD)										
	AVERAGE AUDIENCE (Households (000) & %)						7,560		8.4*		9.4*		9,340		10.9*		11.8*		12.2*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						8.9 18 8.5		18* 18 8.3		19* 19 9.1		21 21 8.9		17* 17 9.5		20* 20 10.7		22* 22 11.7		23* 23 11.9		23* 23 12.1		12.3
NBC TV	TOTAL AUDIENCE (Households (000) & %)						9,000 10.6		8,070 9.5				17,830 21.0												
	NBC TV						DIFF'RENT STROKES-SAT. (R)		OUR TIME (SD)						NFL PRE SEASON FTBL-NBC MIAMI VS L.A. RAIDERS (9:00-12:17AM)										
	AVERAGE AUDIENCE (Households (000) & %)						7,640		6,280		7,300		7.5*		8.6*		9.1*		8.9*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						9.0 19 8.8		7.4 15 9.2		8.6 17 7.3		7.5* 14* 7.7		8.6* 16* 8.2		9.1* 17* 9.4		17* 17 8.7		17* 17 9.0				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	40.9	40.6	40.9	42.2	44.2	46.1	47.5	48.9	50.6	51.9	52.8	52.9	52.1	52.0	50.4	49.9							
		WK. 2	42.9	43.6	44.3	46.0	47.5	48.4	48.9	50.7	52.6	53.2	53.3	53.3	53.9	53.4	53.4	52.4							

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. AUG.24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. AUG. 17, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,250 5.0														
	ABC TV			ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)			3,820 4.5														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			11 4.5														
E E K 1	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV			NFL PRE-SEASON FOOTBALL DALLAS VS SAN DIEGO (9:00-12:29AM)														
	AVERAGE AUDIENCE (Households (000) & %)			9.4*		10.3*		10.6*										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			19 *		23 *		26 *										
NBC TV	TOTAL AUDIENCE (Households (000) & %)			10,020 11.8														
	NBC TV			SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)														
	AVERAGE AUDIENCE (Households (000) & %)			5,690 6.7		7.7*		6.4*		5.4*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			20 8.2		20 *		19 *		20 *								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,910 4.6														
	ABC TV			ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)			3,820 4.5														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			11 4.5														
E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
NBC TV	TOTAL AUDIENCE (Households (000) & %)									6,110 7.2								
	NBC TV			NFL PRE SEASON FTBL-NBC MIAMI VS L.A. RAIDERS (9:00-12:17AM)							IT CAME FROM HOLLYWOOD (12:47-2:02AM) (SUSTAINING 2:02-2:17AM)							
	AVERAGE AUDIENCE (Households (000) & %)			8.5*		9.0*		8.9*		3,060 3.6		3.8*		2.8*				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			17 *		21 *		22 *		16 4.9		15 *		15 *				
U.S. TV Households: 84,900,000																		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	48.7	45.1	40.1	37.7	35.8	32.7	28.2	25.0	21.4	19.3	17.0	15.9	13.8	12.0	10.8	10.2
		WK. 2	50.3	46.6	41.2	37.7	35.2	32.8	29.9	27.2	24.2	21.3	17.7	15.9	14.0	12.4	11.7	10.8

For explanation of symbols, See page A.

EVE. SAT. AUG. 24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.18, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 9,250 10.9		{ 23,180 27.3																														
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)		ABC SUNDAY NIGHT MOVIE SUPERMAN (R)(SD)																														
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,200 7.3		{ 11,460 13.5																														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 15 6.6		{ 23 8.9																														
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 17,740 20.9		{ 22,840 26.9								{ 17,570 20.7																						
	CBS TV		60 MINUTES		MURDER, SHE WROTE (R)(SD)								TRAPPER JOHN, M.D. (R)																						
	AVERAGE AUDIENCE (Households (000) & %)		{ 13,240 15.6		{ 15,110 17.8								{ 13,750 16.2																						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 32 14.9		{ 30 15.6								{ 28 16.1																						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 9,850 11.6		{ 15,880 18.7		{ 19,270 22.7																												
	NBC TV		TV BLOOPERS-PRAC JOKES SP (R)		OCEANQUEST (SD)		NBC SUNDAY NIGHT MOVIE HUNTER (R)(SD)																												
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,450 7.6		{ 11,210 13.2		{ 11,720 13.8																												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 15 7.1		{ 23 12.8		{ 23 12.6																												
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 9,930 11.7		{ 22,240 26.2																														
	ABC TV		RIPLEY'S BELIEVE IT-NOT (R)		ABC SUNDAY NIGHT MOVIE THE STING (R)(SD)																														
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,110 7.2		{ 12,140 14.3								{ 15,720 16.0																						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 15 5.9		{ 24 11.3								{ 26 15.9																						
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 19,360 22.8		{ 23,770 28.0																														
	CBS TV		60 MINUTES		BLUE AND THE GRAY PT 3 (R)(SD)																														
	AVERAGE AUDIENCE (Households (000) & %)		{ 13,580 16.0		{ 11,460 13.5								{ 15,220 15.2																						
	WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,730 9.1		{ 8,570 10.1		{ 15,960 18.8		{ 19,700 23.2																									
NBC TV		PUNKY BREWSTER (R)		SILVER SPOONS (R)		OCEANQUEST (SD)		NBC SUNDAY NIGHT MOVIE THE DEMON MURDER CASE (R)																											
AVERAGE AUDIENCE (Households (000) & %)		{ 6,110 7.2		{ 6,880 8.1		{ 11,800 13.9		{ 12,140 14.3																											
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{ 15 7.2		{ 16 7.4		{ 25 13.1		{ 24 12.1																											
TV HOUSEHOLDS USING TV WK. 1																				47.8	49.0	49.8	50.8	53.8	56.5	58.7	59.8	60.5	61.8	62.5	62.8	59.8	59.5	58.4	54.6
(See Def. 1) WK. 2																				47.6	48.8	49.6	51.1	52.2	55.0	57.2	58.4	58.9	59.9	60.2	61.0	61.2	60.2	58.5	55.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. AUG.25, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		3,140													
		{		3.7													
	ABC TV	{		ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{		3,060													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		3.6													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		5,010													
		{		5.9													
	CBS TV	{		CBS SUNDAY NEWS- OSGOOD													
	AVERAGE AUDIENCE (Households (000) & %)	{		4,920													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		5.8													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{						1,190									
		{						1.4									
	NBC TV	{						G MICHAELS SPORTS MACHINE									
	AVERAGE AUDIENCE (Households (000) & %)	{						1,190									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{						1.4									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
		{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
		{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
		{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{															

TV HOUSEHOLDS USING TV	WK. 1	48.3	43.9	36.7	31.6	27.9	25.4	22.1	20.1	17.0	15.0	13.3	11.9	9.8	8.5	7.6	6.7
(See Def. 1)	WK. 2	49.5	43.2	36.3	31.8	27.8	24.8	21.3	19.0	16.9	15.3	13.3	12.0	10.6	10.1	9.3	8.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page 18.

EVE. SUN. AUG. 25, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.12-16, 1985

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		4,410 5.2		{		5,010 5.9							
	ABC TV		{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)							
	AVERAGE AUDIENCE (Households (000) & %)		{		3,400 4.0		{		4,160 4.9							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		25 3.9 4.1		{		22 4.8 5.0							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		3,060 3.6		{		3,230 3.8		5,180 6.1		4,920 5.8			
	CBS TV		{		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)		{		2,380 2.8		{		2,550 3.0		4,160 4.9		3,990 4.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		18 2.8 2.8		{		14 2.9 3.2		19 4.7 5.2		18 4.6 4.9			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{		3,740 4.4		{		4,330 5.1		4,750 5.6		5,770 6.8			
	NBC TV		{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		SILVER SPOONS M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)		{		2,720 3.2		{		3,570 4.2		3,910 4.6		4,750 5.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		20 3.2 3.3		{		19 4.2 4.2		18 4.3 4.9		21 5.4 5.7			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{		4,920 5.8		{		5,090 6.0							
	ABC TV		{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		{		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)							
	AVERAGE AUDIENCE (Households (000) & %)		{		3,910 4.6		{		4,250 5.0							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		27 4.6 4.6		{		22 5.1 5.0							
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{		2,890 3.4		{		2,970 3.5		4,920 5.8		4,750 5.6			
	CBS TV		{		CBS MORNING NEWS 1		{		CBS MORNING NEWS 2		\$25,000 PYRAMID		PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)		{		2,380 2.8		{		2,290 2.7		3,990 4.7		3,990 4.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		16 2.7 2.9		{		12 2.7 2.7		18 4.3 5.0		18 4.5 4.9			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{		3,570 4.2		{		4,580 5.4		4,840 5.7		4,840 5.7			
	NBC TV		{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		{		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		SILVER SPOONS M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)		{		2,720 3.2		{		3,570 4.2		3,910 4.6		3,990 4.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		18 3.2 3.2		{		19 4.1 4.3		18 4.3 4.9		18 4.5 4.8			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	10.2	11.9	13.3	14.9	17.1	18.4	19.2	20.4	21.7	23.1	23.9	24.9	25.6	26.3
		WK. 2	10.7	12.7	14.5	15.9	17.2	18.8	19.9	21.0	22.6	23.9	24.3	25.3	25.6	26.3

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.19-23, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	3,230 3.8		2,970 3.5		3,230 3.8		4,160 4.9		9,680 11.4				9,680 11.4			
	ABC TV	ANGIE		ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	2,720 3.2		2,460 2.9		2,630 3.1		3,480 4.1		7,300 8.6				7,470 8.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	12 3.2	3.1	11 2.8	3.0	11 3.0	3.3	14 3.9	4.4	27 7.6	8.0* 25 *	9.1* 29 *	9.2	29 8.6	8.7* 29 *	8.7	8.7* 29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,880 8.1		9,080 10.7				10,360 12.2				6,790 8.0				4,670 5.5	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	5,860 6.9		7,640 9.0				7,560 8.9	8.9*	5,090 6.0	6.0*			6.0*	4,250 5.0		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	26 6.6	7.2	33 8.7	9.3			30 8.7	30* 9.1	20 6.1	19* 5.9			20* 6.0	17 4.9		5.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	7,980 9.4		5,600 6.6		4,410 5.2		3,230 3.8		7,560 8.9				5,860 6.9			
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	6,790 8.0		4,840 5.7		3,570 4.2		2,630 3.1		5,940 7.0	6.8*	7.2*		4,410 5.2	5.2*		5.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	30 7.9	8.0	21 5.8	5.6	14 4.2	4.3	10 3.0	3.1	22 6.6	22* 7.0	23* 7.2		17 5.3	17* 5.1	5.2	17* 5.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,400 4.0		3,060 3.6		3,230 3.8		4,160 4.9		9,340 11.0				8,910 10.5			
	ABC TV	ANGIE		ALL STAR BLITZ		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	2,800 3.3		2,550 3.0		2,720 3.2		3,480 4.1		7,220 8.5	8.1*	8.9*		6,960 8.2	8.1*		8.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13 3.2	3.4	11 2.9	3.0	11 3.0	3.3	14 3.8	4.3	27 7.6	26* 8.5	29* 9.0	8.9	28 8.0	27* 8.2	8.3	28* 8.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	7,050 8.3		9,080 10.7				10,190 12.0				6,880 8.1				5,260 6.2	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS				CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	5,940 7.0		7,560 8.9				7,560 8.9	9.0*	5,260 6.2	6.1*			6.4*	4,580 5.4		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27 6.9	7.3	34 8.8	9.1			31 8.9	31* 9.1	20 6.0	20* 6.2			22* 6.4	18 5.3		5.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	6,790 8.0		4,840 5.7		3,740 4.4		2,890 3.4		7,560 8.9				5,770 6.8			
	NBC TV	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	5,860 6.9		4,160 4.9		3,140 3.7		2,380 2.8		5,860 6.9	6.6*	7.1*		4,330 5.1	5.1*		5.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	26 6.7	7.0	18 4.9	4.9	13 3.6	3.8	10 2.8	2.8	22 6.4	21* 6.9	23* 7.2	7.1	17 5.1	17* 5.1	5.1	17* 5.2
TV HOUSEHOLDS USING TV WK. 1		26.7	27.2	27.2	28.1	29.2	30.1	30.3	30.7	30.9	31.1	30.5	30.8	30.1	30.5	29.8	30.2
(See Def. 1) WK. 2		26.3	26.8	26.5	27.0	28.2	29.2	29.3	30.1	30.3	31.0	30.4	30.7	30.0	30.4	29.9	30.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,270 12.1														9,000 10.6	
	ABC TV				GENERAL HOSPITAL												ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,150 9.6														7,730 9.1	
	SHARE OF AUDIENCE %		{ 30		9.6*												19	
	AVG. AUD. BY ¼ HR.		{ 9.5		9.7												9.0	9.2
	TOTAL AUDIENCE (Households (000) & %)		{ 7,640 9.0														11,460 13.5	
	CBS TV				GUIDING LIGHT (SD)												CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,940 7.0														9,850 11.6	
	SHARE OF AUDIENCE %		{ 22		6.8*												25	
	AVG. AUD. BY ¼ HR.		{ 6.6		6.9												11.5	11.6
	TOTAL AUDIENCE (Households (000) & %)		{ 4,250 5.0														9,080 10.7	
	NBC TV				SANTA BARBARA												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,230 3.8														7,640 9.0	
	SHARE OF AUDIENCE %		{ 12		3.7*												19	
	AVG. AUD. BY ¼ HR.		{ 3.8		3.7												9.0	9.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 10,190 12.0														8,910 10.5	
	ABC TV				GENERAL HOSPITAL												ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,980 9.4														7,730 9.1	
	SHARE OF AUDIENCE %		{ 30		9.4*												19	
	AVG. AUD. BY ¼ HR.		{ 9.3		9.5												9.0	9.2
	TOTAL AUDIENCE (Households (000) & %)		{ 7,300 8.6														10,190 12.0	
	CBS TV				GUIDING LIGHT (SD)												CBS EVENING NEWS-RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,860 6.9														8,740 10.3	
	SHARE OF AUDIENCE %		{ 22		6.9*												22	
	AVG. AUD. BY ¼ HR.		{ 6.8		6.9												10.3	10.3
	TOTAL AUDIENCE (Households (000) & %)		{ 4,500 5.3														8,490 10.0	
	NBC TV				SANTA BARBARA												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,310 3.9														7,220 8.5	
	SHARE OF AUDIENCE %		{ 13		3.9*												18	
	AVG. AUD. BY ¼ HR.		{ 4.0		3.9												8.4	8.7

TV HOUSEHOLDS USING TV WK. 1	30.7	31.6	32.2	32.5	31.0	32.2	32.9	34.1	35.4	37.2	38.7	40.8	43.0	44.5	45.9	46.9
(See Def. 1) WK. 2	30.2	30.9	31.1	31.2	30.5	31.8	32.7	34.1	35.6	37.3	38.6	40.6	43.2	45.0	46.5	47.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 17, 1985

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						2,460 2.9		3,650 4.3		3,480 4.1		3,230 3.8		3,230 3.8		2,970 3.5	
	ABC TV						SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		RUBIK, THE AMAZING CUBE (SD)		NEW SCOOPY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)						2,040 2.4		2,970 3.5		2,970 3.5		2,800 3.3		2,720 3.2		2,380 2.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 2.1	2.6	22 3.3	3.8	17 3.3	3.7	14 3.2	3.4	13 3.1	3.2	11 2.6	3.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)						2,720 3.2		3,650 4.3		4,330 5.1		4,750 5.6		5,010 5.9		6,110 7.2	
	CBS TV						BISKITTS (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)						2,040 2.4		2,720 3.2		3,310 3.9		3,910 4.6		4,330 5.1		4,840 5.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						20 2.1	2.7	20 3.0	3.4	19 3.5	4.3	19 4.4	4.8	21 5.0	5.3	23 5.6	5.8
E E K 3	TOTAL AUDIENCE (Households (000) & %)						1,950 2.3		2,460 2.9		5,010 5.9		7,050 8.3		7,130 8.4		6,710 7.9	
	NBC TV						SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)						1,440 1.7		1,870 2.2		3,820 4.5		5,690 6.7		6,280 7.4		5,600 6.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						14 1.6	1.9	14 1.9	2.4	22 3.9	5.2	28 6.4	7.0	30 7.5	7.3	26 6.6	6.7

W E E K 2	TOTAL AUDIENCE (Households (000) & %)						2,040 2.4		3,060 3.6		3,230 3.8		3,230 3.8		3,400 4.0		4,330 5.1	
	ABC TV						SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		RUBIK, THE AMAZING CUBE (SD)		NEW SCOOPY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)						1,610 1.9		2,460 2.9		2,630 3.1		2,550 3.0		2,970 3.5		3,310 3.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						16 1.7	2.2	18 2.6	3.2	15 3.1	3.1	12 3.0	3.1	13 3.4	3.5	15 3.7	4.0
E E K 3	TOTAL AUDIENCE (Households (000) & %)						1,950 2.3		3,480 4.1		5,430 6.4		5,860 6.9		5,520 6.5		5,860 6.9	
	CBS TV						BISKITTS (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
	AVERAGE AUDIENCE (Households (000) & %)						1,440 1.7		2,720 3.2		4,500 5.3		4,840 5.7		4,410 5.2		5,010 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						15 1.7	1.8	20 3.0	3.5	25 4.8	5.7	23 5.7	5.7	20 4.9	5.6	22 5.9	5.9
E E K 4	TOTAL AUDIENCE (Households (000) & %)						2,630 3.1		3,310 3.9		5,520 6.5		6,620 7.8		8,150 9.6		6,450 7.6	
	NBC TV						SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)						2,040 2.4		2,800 3.3		4,330 5.1		5,770 6.8		7,050 8.3		5,350 6.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 2.0	2.8	20 3.0	3.5	24 4.8	5.4	28 6.5	7.1	32 8.3	8.2	24 6.2	6.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	6.2	7.0	8.3	10.3	12.9	15.0	17.4	19.0	19.8	22.1	23.3	25.1	25.4	25.4	25.6	26.4
		WK. 2	5.9	6.7	8.0	10.0	12.6	14.9	17.2	18.9	20.8	22.4	24.4	25.5	26.0	26.2	26.3	26.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. AUG. 24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 17, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,910 4.6		{ 4,670 5.5		{ 3,910 4.6		{ 5,180 6.1											
	ABC TV	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE WINGED COLT		PART 3		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,140 3.7		{ 4,160 4.9		{ 3,230 3.8		{ 3,060 3.6		{ 3.2* 12 *		{ 4.0* 14 *							
	SHARE OF AUDIENCE %	{ 14		{ 18		{ 14		{ 13		{ 12 *		{ 14 *							
	AVG. AUD. BY ¼ HR.	{ 3.6		{ 3.8		{ 4.7		{ 5.1		{ 3.9		{ 3.7		{ 3.0		{ 3.4			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,860 6.9		{ 5,350 6.3		{ 4,670 5.5		{ 6,280 7.4						{ 3,910 4.6					
	CBS TV	CBS STORYBREAK		LAND OF THE LOST (SD)		BUGS BUNNY/ROAD RUNNER 3 (SD)		SATURDAY SUPERCADDE				POLE POSITION							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,750 5.6		{ 4,080 4.8		{ 3,740 4.4		{ 3,740 4.4		{ 4.3* 16 *		{ 4.5* 16 *		{ 3,310 3.9		{ 3.7			
	SHARE OF AUDIENCE %	{ 21		{ 18		{ 16		{ 16		{ 16 *		{ 16 *		{ 14		{ 4.1			
	AVG. AUD. BY ¼ HR.	{ 5.6		{ 5.6		{ 5.0		{ 4.6		{ 4.3		{ 4.1		{ 4.8		{ 4.3			
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 5,600 6.6		{ 4,670 5.5		{ 4,330 5.1		{ 2,800 3.3						{ 4,080 4.8		{ 14,600 17.2			
	NBC TV	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK						(1) NBC MAJOR LEAGUE BASEBL (-OP) BOSTON VS NEW YORK YANKEES KANSAS CITY VS TORONTO (2:17-5:32PM)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,500 5.3		{ 3,990 4.7		{ 3,570 4.2		{ 2,380 2.8		{ 3,820 4.5		{ 6,370 7.5		{ 6.3* 22 *					
	SHARE OF AUDIENCE %	{ 20		{ 17		{ 16		{ 12		{ 16		{ 24		{ 4.4		{ 4.8			
	AVG. AUD. BY ¼ HR.	{ 5.4		{ 5.1		{ 4.4		{ 5.0		{ 4.0		{ 4.4		{ 2.8		{ 2.8			

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,330 5.1		5,090 6.0		3,990 4.7		3,910 4.6									
	ABC TV		SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS THE HAUNTED MANSION MYSTERY, PART 1		AMERICAN BANDSTAND									
	AVERAGE AUDIENCE (Households (000) & %)	{	3,650 4.3		4,250 5.0		3,480 4.1		2,120 2.5	2.4*		2.6*						
	SHARE OF AUDIENCE %	{	15		18		15		9	9 *		9 *						
	AVG. AUD. BY ¼ HR.	%	4.3	4.4	4.8	5.1	4.1	4.0	2.5	2.3	2.5	2.7						
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	5,180 6.1		3,400 4.0		3,400 4.0		5,090 6.0		7,640 9.0							
	CBS TV		CBS STORYBREAK		LAND OF THE LOST (SD)		BUGS BUNNY/ROAD RUNNER 3 (SD)		SATURDAY SUPERCADDE		WORLD SERIES OF GOLF(SAT)							
	AVERAGE AUDIENCE (Households (000) & %)	{	4,250 5.0		2,890 3.4		2,630 3.1		3,140 3.7	3.3*		4.1*	4.1	4.1*	4.0*	4.3*		
	SHARE OF AUDIENCE %	{	18		12		11		13	12 *		15 *	15	15 *	14 *	15 *		
	AVG. AUD. BY ¼ HR.	%	5.0	4.9	3.5	3.2	2.9	3.3	3.2	3.4	4.2	3.9	4.4	3.9	4.0	3.9	4.6	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	6,450 7.6		5,430 6.4		5,180 6.1		4,670 5.5									
	NBC TV		KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK									
	AVERAGE AUDIENCE (Households (000) & %)	{	5,430 6.4		4,410 5.2		4,410 5.2		3,820 4.5									
	SHARE OF AUDIENCE %	{	23		19		19		16									
	AVG. AUD. BY ¼ HR.	%	6.4	6.3	5.1	5.4	5.1	5.2	4.5	4.6								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.7	27.5	27.3	27.7	27.7	27.8	27.7	28.1	28.0	28.1	28.7	28.7	28.7	28.9	27.9	28.4
		WK. 2	27.6	28.0	27.3	27.5	27.9	28.0	28.7	29.3	29.5	29.8	29.8	29.5	29.9	29.5	29.8	29.8

U.S. TV Households: 84,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 17, 1985

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{							7,730 9.1									5,090 6.0
	ABC TV																	ABC WRLD NEWS TONIGHT-SAT
	AVERAGE AUDIENCE (Households (000) & %)	{							3,480 4.1	3.8*			4.4*		4.2*		4,330 5.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%							12 3.9	12 *			13 *		12 *		13 4.9	5.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{									5,770 6.8						6,880 8.1	
	CBS TV																	CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{									3,400 4.0						5,690 6.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%									12 3.4						17 6.4	7.0
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{												4,500 5.3			6,110 7.2	
	NBC TV																	NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%																

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{							10,780 12.7									3,990 4.7
	ABC TV																	ABC WRLD NWS TONITE-SA(B)
	AVERAGE AUDIENCE (Households (000) & %)	{							3,910 4.6	4.0*			4.8*		5.5*		5.3*	3,310 3.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%							13 4.0	12 *			14 *		15 *		13 *	9 3.8
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	14,600 17.2															8,240 9.7
	CBS TV																	CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,690 6.7	5.9*					7.0*				7.0*		6.9*			7,130 8.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	20 5.4	20 *					21 *				21 *		19 *			19 8.2
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,410 5.2	11,630 13.7														4,500 5.3
	NBC TV																	NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{	3,990 4.7	4,750 5.6					6.3*				5.0*		4.9*		5.7*	3,740 4.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	16 4.7	17 4.5					19 *				15 *		14 *		15 *	10 4.5
TV HOUSEHOLDS USING TV		WK. 1	28.4	29.6	30.5	31.4	32.3	32.9	32.1	32.1	33.2	34.7	35.5	36.3	38.3	38.8	39.0	40.2
(See Def. 1)		WK. 2	30.5	30.9	31.1	31.5	32.5	33.6	34.4	35.0	35.0	34.8	36.8	38.3	40.9	42.7	43.0	43.4

U.S. TV Households: 84,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (3:00-3:18PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 18, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE NATION

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE NATION

TV HOUSEHOLDS USING TV	WK. 1	5.7	6.7	7.7	9.5	12.2	13.6	14.7	16.6	18.9	20.5	21.3	22.6	22.7	24.1	25.1	25.2
(See Def. 1)	WK. 2	6.4	7.2	8.2	10.1	12.6	14.6	16.2	17.4	19.9	21.9	23.6	24.7	25.0	25.9	27.7	28.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. AUG. 25, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,260 6.2														
	ABC TV	← THIS WEEK-DAVID BRINKLEY →																
	AVERAGE AUDIENCE (Households (000) & %)			3,060 3.6														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			13 3.2	12 * 3.1		3.9	4.0 * 4.2										
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					2,630 3.1								6,030 7.1				
	NBC TV	← MEET THE PRESS → SPORTSWORLD-SUN. SP. ED. →																
	AVERAGE AUDIENCE (Households (000) & %)					1,870 2.2								2,460 2.9	2.0 *	2.8 *	3.7 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					8 2.2	2.2							9 1.8	7 *	9 *	11 *	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)			5,430 6.4													
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)			3,400 4.0													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			13 4.3	13 * 3.7		3.8	4.0 * 4.2	1,190 1.4								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																2,800 3.3
	CBS TV																US OPEN TENNIS PREVIEW
	AVERAGE AUDIENCE (Households (000) & %)																2,040 2.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																7 2.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																

TV HOUSEHOLDS USING TV	WK. 1	25.9	26.3	26.9	28.1	27.6	27.9	28.0	27.8	27.9	29.7	30.2	30.1	31.7	32.7	33.6	33.9
(See Def. 1)	WK. 2	29.3	30.8	31.6	31.4	30.5	31.1	31.7	32.0	32.3	33.2	33.4	34.1	34.2	34.4	34.7	34.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 18, 1985

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																6,370 7.5
	ABC TV																ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																5,090 6.0
	SHARE OF AUDIENCE %																13
WEEK 2	AVG. AUD. BY ¼ HR. %															5.7	6.2
	TOTAL AUDIENCE (Households (000) & %)							8,070 9.5								8,240 9.7	
	CBS TV																CBS EVENING NEWS-SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)							4,160 4.9	4.3*		4.6*		5.7*			6,450 7.6	
WEEK 3	SHARE OF AUDIENCE %							13	11*		12*		14*			17	
	AVG. AUD. BY ¼ HR. %							4.4	4.2	4.4	4.8	5.6	5.7			7.0	8.3
	TOTAL AUDIENCE (Households (000) & %)	5,690 6.7				16,050 18.9											
	NBC TV																
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	3,230 3.8				6,960 8.2							8.5*			9.2*	9.2*
	SHARE OF AUDIENCE %	11	4.0*		3.7*	21	7.0*		7.7*		20*		21*		21*	21*	21*
	AVG. AUD. BY ¼ HR. %	4.2	3.8	3.7	3.7	6.6	7.5	7.9	7.6	8.2	7.6	8.1	8.9	9.5	9.0	9.2	9.1
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																4,330 5.1
	ABC TV																ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																3,480 4.1
	SHARE OF AUDIENCE %																9
WEEK 6	AVG. AUD. BY ¼ HR. %															3.6	4.5
	TOTAL AUDIENCE (Households (000) & %)	10,020 11.8														7,640 9.0	
	CBS TV																CBS EVENING NEWS-SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)	3,570 4.2	3.8*		3.9*		3.8*		4.3*		4.4*		5.1*			6,280 7.4	
WEEK 7	SHARE OF AUDIENCE %	12	11*		11*		10*		12*		12*		14*			17	
	AVG. AUD. BY ¼ HR. %	3.7	4.0	3.9	3.9	3.7	4.0	4.0	4.6	4.5	4.2	4.8	5.4			7.0	7.9
	TOTAL AUDIENCE (Households (000) & %)							8,240 9.7									6,030 7.1
	NBC TV																NBC NIGHTLY NEWS-SUN
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)							4,250 5.0	4.7*		5.1*		5.3*			5,090 6.0	
	SHARE OF AUDIENCE %							13	13*		14*		14*			13	
	AVG. AUD. BY ¼ HR. %							4.8	4.7	5.0	5.3	5.5	5.0			5.8	6.1
TV HOUSEHOLDS USING TV WK. 1		34.3	35.6	35.9	36.0	36.9	37.6	37.3	38.6	40.2	40.0	41.4	42.8	44.6	45.7	46.3	46.8
(See Def. 1)		34.8	35.3	36.2	36.5	36.5	36.7	38.1	39.1	39.0	39.4	39.2	40.4	42.4	43.3	44.2	45.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. AUG. 25, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																			
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45																
ABC NFL PRE SEASON FOOTBALL(S)	2	9.00-12.08AM	+GRID 11.00 11.15 11.30 11.45 12.00																
ABC ABC NEWSBRIEF-MON	1	9.58- 9.59PM	9.45	10,100	11.9	10,100	11.9	19	11.9										
	2	10.48-10.49PM	10.45																
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45																
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	11,800	13.9	11,800	13.9	23	13.9										
	2	9.57- 9.59PM	9.45																
EVENING WEDNESDAY																			
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	5,690	6.7	5,690	6.7	12	6.7										
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	7,730	9.1	7,730	9.1	15	9.1										
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45																

8,740 10.3	8,740 10.3 18	10.3	
24,790 29.2	11,210 13.2 23		12.2
	11.8* 22*		11.5
	11.7* 25*		12.2
	10.9* 27*		11.1
			10.9
9,850 11.6	9,850 11.6 19	11.6	
11,460 13.5	11,120 13.1 21	13.1	
5,010 5.9	5,010 5.9 10	5.9	
7,130 8.4	7,130 8.4 13	8.4	

EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	7,560	8.9	7,560	8.9	15	8.9		6,790	8.0	6,790	8.0	14	8.0	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI	1	8.14- 8.15PM	8.00	8,410	9.9	8,410	9.9	22	9.9		8,410	9.9	8,410	9.9	21	9.9	
	2	8.12- 8.13PM	8.00								7,130	8.4	7,130	8.4	15	8.4	
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	6,030	7.1	6,030	7.1	13	7.1								
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45														
	2	8.52- 8.53PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	8,150	9.6	8,150	9.6	20	9.6		9,760	11.5	9,760	11.5	23	11.5	
	2	8.59- 9.00PM	8.45														
ABC ABC NEWSBRIEF-SAT.	1	9.58- 9.59PM	9.45	9,170	10.8	9,170	10.8	20	10.8		11,890	14.0	11,890	14.0	26	14.0	
	2	10.08-10.09PM	10.00								7,980	9.4	7,980	9.4	19	9.4	
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	8,660	10.2	8,660	10.2	21	10.2		8,240	9.7	8,240	9.7	18	9.7	
CBS NEWSBREAK-SAT.	2	9.52- 9.53PM	9.45														
	1	10.42-10.43PM	10.30	8,150	9.6	8,150	9.6	19	9.6								
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	4,670	5.5	4,670	5.5	11	5.5		4,330	5.1	4,330	5.1	10	5.1	
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	9.02- 9.03PM	9.00	10,440	12.3	10,440	12.3	20	12.3		11,120	13.1	11,120	13.1	22	13.1	
	2	9.00- 9.01PM	9.00														
ABC ABC NEWSBRIEF-SUN.	1	9.57- 9.58PM	9.45	12,480	14.7	12,480	14.7	23	14.7		11,970	14.1	11,970	14.1	23	14.1	
	2	9.56- 9.57PM	9.45														
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	15,280	18.0	15,280	18.0	30	18.0								
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM				WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
WK	TIME (N.Y.T.)	QUARTER HOUR																	
EVENING SUNDAY-CONT'D				2	8.56- 8.57PM	8.45													
CBS SPORTSBREAK-SUN-CONT'D				1	9.58- 9.59PM	9.45	11,040	13.0	11,040	13.0	21	13.0							
CBS NEWSBREAK-SUN.				2	9.57- 9.58PM	9.45													
NBC NBC NEWS DIGEST-SUN					8.58- 8.59PM	8.45	7,470	8.8	7,470	8.8	15	8.8							
NBC NBC NEWS DIGEST-2-SUN.				1	9.55- 9.57PM	9.45	9,340	11.0	9,080	10.7	17	10.7							
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE				>	11.30 11.45 12.00	5,430 6.4	4,160	4.9	13	5.6	M-F		6,280 7.4	5,010 5.9	15	6.7	TU-F		
								4.9*	13*	4.3	M-F					5.1	TU-F		
										3.5	W-F					4.3	TU&TH		
ABC EYE ON HOLLYWOOD				>	12.00 12.15 12.30	1,360 1.6	1,100	1.3	4	1.4	M-F		1,870 2.2	1,610 1.9	6	1.9	TU-F		
										1.3	M-F					1.8	TU-F		
										1.4	W-F					2.0	TUTHF		
ABC ABC NEWS:NIGHTLINE-MON				2	12.52- 1.22AM	12.45 1.00 1.15							3,990 4.7	3,230 3.8	17	4.5	MON.		
																3.7	MON.		
																3.2	MON.		
CBS AMERICAN PORTRAIT				>	8.45 9.00	9,250 10.9	9,250	10.9	19	12.1 8.6	MTUTH TUE.		10,020 11.8	10,020 11.8	20	11.8	TU&TH		
CBS NEWSBREAK-M-F				>	9.45	8,740 10.3	8,740	10.3	17	10.3	M-F		9,590 11.3	9,250 10.9	18	10.7	M-F		

CBS LATE MOVIE I	>	10.00 11.30 11.45 12.00 12.15 12.30 12.45 12.45 (SUS)	6,960 8.2	4,330	5.1 16 5.2* 14*	5.3 M-F 5.1 M-F 5.0 M-F 5.0 M-F 5.0 M-F 5.0 M-F 4.8 M-F						7,220 8.5	4,580	5.4 17 5.5* 15*	11.3 W & F 5.8 M-F 5.3 M-F 5.4 M-F 5.2 M-F 5.2 M-F 5.0 M-F
CBS LATE MOVIE II	>	12.30 12.45 1.00 1.15 1.30 1.30 (SUS)	4,500 5.3	3,140	3.7 20 4.2* 19*	4.1 M-F 4.2 M-F 3.6 M-F 3.4 M-F 2.8 W&TH						4,410 5.2	3,060	3.6 19 4.1* 19*	4.1 M-F 4.2 M-F 3.6 M-F 3.1 M-F 2.6 TU-TH
CBS CBS NEWS NIGHTWATCH-1	2.00- 2.30AM	2.00 2.15	1,190 1.4	1,020	1.2 12	1.3 M-THSU 1.1 M-THSU						1,020 1.2	850	1.0 9	1.1 M-THSU 1.0 M-THSU
CBS CBS NEWS NIGHTWATCH-2	2.30- 3.00AM	2.30 2.45	1,190 1.4	1,020	1.2 15	M-THSU 1.3 M-THSU 1.2 M-THSU						1,100 1.3	1,020	1.2 14	M-THSU 1.3 M-THSU 1.1 M-THSU
CBS CBS NEWS NIGHTWATCH-3	3.00- 6.00AM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45	1,700 2.0	930	1.1 21 1.3* 20*	1.3 M-THSU 1.3 M-THSU 1.2 M-THSU 1.2 M-THSU 1.2 M-THSU 1.2 M-THSU 1.1 M-THSU 1.1 M-THSU						1,780 2.1	930	1.1 20 1.3* 18*	1.3 M-THSU 1.3 M-THSU 1.3 M-THSU 1.2 M-THSU 1.2 M-THSU 1.1 M-THSU 1.1 M-THSU 1.1 M-THSU
CONT'D					1.3* 22*	1.2 M-THSU 1.2 M-THSU 1.2 M-THSU 1.2 M-THSU 1.2 M-THSU 1.2 M-THSU 1.1 M-THSU 1.1 M-THSU								1.2* 19*	1.2 M-THSU 1.2 M-THSU 1.2 M-THSU 1.2 M-THSU 1.2 M-THSU 1.1 M-THSU 1.1 M-THSU 1.1 M-THSU
					1.2* 23*	1.2 M-THSU 1.1 M-THSU 1.1 M-THSU								1.2* 22*	1.1 M-THSU 1.1 M-THSU 1.1 M-THSU
					1.1* 23*	1.1 M-THSU								1.1* 22*	1.1 M-THSU

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D				5.00					1.0	M-THSU						1.0	M-THSU
CBS CBS NEWS NIGHTWATCH-3-CONT'D				5.15				.9*	19*	.9	M-THSU			1.0*	20*	.9	M-THSU
				5.30					.9	M-THSU					.9	M-THSU	
				5.45				.8*	17*	.8	M-THSU			.9*	20*	.8	M-THSU
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	8,150	9.6	8,150	9.6	18	9.6	M-F	7,640	9.0	7,640	9.0	16	9.0	M-F
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	8,320	9.8	8,320	9.8	17	9.8	MWF							
	2	9.58- 9.59PM	9.45								8,570	10.1	8,570	10.1	17	10.1	TU&TH
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,760	11.5	6,370	7.5	23	8.2	M-F	10,100	11.9	6,450	7.6	22	8.3	M-F
			11.45				8.0*	22*	7.8	M-F				8.2*	21*	8.1	M-F
			12.00						7.5	M-F						7.7	M-F
			12.15				6.9*	24*	6.4	M-F				7.0*	23*	6.2	M-F
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	4,080	4.8	3,310	3.9	18	4.2	M-TH	4,080	4.8	3,400	4.0	17	4.2	M-TH
			12.45						3.5	M-TH						3.8	M-TH
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,690	6.7	2,290	2.7	13	5.0	FRI.	6,620	7.8	3,400	4.0	18	5.2	FRI.
			12.45				4.2*	16*	3.4	FRI.				5.0*	19*	4.8	FRI.
			1.00						2.7	FRI.						4.2	FRI.
			1.15				2.4*	12*	2.1	FRI.				4.0*	18*	3.8	FRI.
			1.30						1.7	FRI.						3.3	FRI.
			1.45				1.5*	10*	1.4	FRI.				3.1*	18*	3.0	FRI.
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,800	3.3	2,380	2.8	17	3.0	M-TH	3,140	3.7	2,550	3.0	17	3.2	M-TH

			1.15					2.7	M-TH				2.7	M-TH
DAY MONDAY-FRIDAY														
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,440	1.7	1,360	1.6	1.6	M-F	1,700	2.0	1,530	1.8	1.8 M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,870	2.2	1,700	2.0	2.0	M-F	1,870	2.2	1,700	2.0	2.0 M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	7,130	8.4	7,130	8.4	8.4	M-F	6,960	8.2	6,960	8.2	8.2 M-F
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,610	1.9	1,270	1.5	1.4	M-F	1,610	1.9	1,270	1.5	1.3 M-F
			6.45					1.6	M-F					1.6 M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,450	7.6	6,200	7.3	7.3	M-F	6,540	7.7	6,200	7.3	7.3 M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,750	5.6	4,580	5.4	5.4	M-F	4,920	5.8	4,580	5.4	5.4 M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,870	2.2	1,270	1.5	1.4	M-F	2,120	2.5	1,440	1.7	1.4 M-F
			6.45					1.7	M-F					2.0 M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,990	4.7	3,990	4.7	4.7	MWF	4,160	4.9	4,160	4.9	4.9 MWF
DAY SATURDAY														
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,630	3.1	2,380	2.8	2.8		2,210	2.6	1,780	2.1	2.1
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	3,230	3.8	2,970	3.5	3.5		3,140	3.7	2,550	3.0	3.0
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	2,800	3.3	2,550	3.0	3.0		3,570	4.2	2,890	3.4	3.4
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	3,400	4.0	3,060	3.6	3.6		3,990	4.7	3,480	4.1	4.1
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,460	2.9	2,380	2.8	2.8		2,040	2.4	1,780	2.1	2.1
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,890	3.4	2,720	3.2	3.2		3,140	3.7	2,890	3.4	3.4
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	4,250	5.0	3,910	4.6	4.6		4,580	5.4	4,330	5.1	5.1
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,990	4.7	3,570	4.2	4.2		2,630	3.1	2,380	2.8	2.8
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,820	4.5	3,570	4.2	4.2		3,140	3.7	2,800	3.3	3.3

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	1,780	2.1	1,700	2.0	16	2.0		2,800	3.3	2,720	3.2	25	3.2	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	2,380	2.8	2,210	2.6	15	2.6		3,400	4.0	3,230	3.8	22	3.8	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,940	7.0	5,770	6.8	28	6.8		6,620	7.8	6,450	7.6	29	7.6	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,600	6.6	5,350	6.3	24	6.3		5,520	6.5	5,180	6.1	22	6.1	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,480	4.1	3,480	4.1	15	4.1		4,330	5.1	4,250	5.0	18	5.0	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.17PM	→GRID 2.15	4,080	4.8	3,820	4.5	16	4.7								
NBC NBC MAJOR LEAGUE BASEBALL	1	2.17- 5.32PM	→GRID 5.30	14,600	17.2	6,370	7.5	24	5.7								
NBC NBC MAJOR LEAGUE PRE GAME	2	3.00- 3.18PM	→GRID 3.15								4,410	5.2	3,990	4.7	16	4.6	